



EUROPEAN COMMISSION
HEALTH & CONSUMERS DIRECTORATE-GENERAL

Directorate C - Public Health and Risk Assessment
Unit C4 – Health Determinants

EUROPEAN ALCOHOL AND HEALTH FORUM

7th Plenary Meeting

BRUSSELS, 18 NOVEMBER 2010

Summary Report

The meeting was chaired by Despina Spanou, Principal Advisor to the Director General for Health and Consumers.

1. Welcome

- The Chair welcomed all participants (*cf. List in Annex 1*), emphasizing that the new SANCO leadership is equally attached to the European Alcohol and Health Forum as one of the structures for supporting the implementation of the EU Alcohol Strategy.
- The agenda was approved without modifications.

2. Procedural issues

- Two organisations made a request for membership of the European Alcohol and Health Forum: Active, a European umbrella organisation of youth temperance organisations, and the Swedish UNF (Ungdomens Nykterhetsförbund), one of Active's members.¹ Active's Maik Dünnbier and Lucas Nilsson of UNF attended the meeting as observers and briefly introduced their organisations and motives for seeking Forum membership.
- Given that Active and UNF fulfil the criteria for membership as set out in the Forum Charter, the Forum decided to accept both organisations as new members.
- The European Federation of National Organisations Working with the Homeless (FEANTSA) and the European Confederation of Youth Clubs (ECYC) indicated that, due to reconsidering priorities related to limited resources, they can not meet the minimum requirements of Forum membership. For this reason they resign.
- As a result, the total number of Forum members remains 64.

¹ See <http://www.activeeurope.org/> and <http://www.unf.se/>

3. Alcohol-related harm and the workplace

- The Chair of the Forum's Science Group, Professor Ian Gilmore, presented an update on the Science Group's work towards formulating a scientific opinion on reducing the negative impact of harmful and hazardous alcohol consumption on the workplace. One of the main gaps identified relates to research on the impact of workplace interventions. The Science Group will present the results of their work at the next plenary meeting in spring 2011.
- Several members asked how they could contribute in addition to the information they already submitted. Professor Gilmore replied that data relating to rates of absenteeism as well as on differences between larger and smaller enterprises would be welcome.

4. Action to reduce drink-driving

- Cristina Marolda, policy officer with the European Commission's Directorate-General for Mobility and Transport (DG MOVE), gave the first of four presentations on this topic. She described EU policy orientations for the next 10 years to reduce alcohol-related road accidents within the wider context of raising road safety. Further steps will be considered once the final results of the EU-funded DRUID project will be available.²
- Ellen Townsend from the European Transport Safety Council (ETSC), a member of the European Alcohol and Health Forum, gave the second presentation. She mentioned among other things the "Safe and Sober" Campaign, a Forum commitment by ETSC in cooperation with Volvo. Ms Townsend said ETSC is in favour of a harmonised EU BAC-limit and urges the need for more and better enforcement of BAC-limits.
- Under the title "Either You Drink or You Drive" Filippo Terzaghi, Secretary-General of the Italian Breweries (AssoBirra), presented their work in this area. The awareness raising activities are implemented in cooperation with the Italian association of driving schools and endorsed by the Ministry of Youth.
- The last presentation on the topic was given by Danuta Gut, Director of the Polish Breweries. She presented their educational programme, targeting people between ages 18-30 years, based on the "designated driver" approach. This campaign, undertaken in partnership with i.a. the National Road Safety Council and the national police, also includes the use of the text "I never drive after drinking" on the labels on bottles.

5. Welcome and scene setting by Paola Testori Coggi, Director-General for Health and Consumers

- Ms Testori emphasized her attachment to the European Alcohol and Health Forum, as reducing alcohol-related harm is cross-societal challenge that public authorities can not successfully tackle in isolation. She highlighted that a crucial period is ahead, with the preparations starting for the second progress

² DRUID stands for Driving under the Influence of Drugs, Alcohol and Medicines. For more information on the project, see: http://www.druid-project.eu/clin_007/Druid/EN/home/homepage_node.html?_nnn=true

report on the implementation of the EU Alcohol Strategy, due in 2012. In this context an independent evaluation of the Forum (and of the Commission's work with Member States) will be undertaken. Therefore it will be important for the Forum to be able to point at concrete impact. Ms Testori invited Forum members to focus more on concrete deliverables and impact in the coming two years. She stressed that children and young people are key priorities, and she invited Forum members to take this in account when submitting new commitments. The full text of the intervention is attached to these minutes.

- Several Forum members expressed their satisfaction with Ms Testori's statement. Questions and remarks related on the one hand to ideas for developing the Forum. On the other hand it was stressed that, while difficult questions about the impact of the Forum can not be avoided, it would not be fair to hold the Forum alone responsible for reducing alcohol-related harm.
- Ms Testori thanked everybody for their questions and remarks and underlined that the second progress report will look at the broader picture, including developments in Member States.

6. Renewal of the Science Group's membership

- Prior to the meeting the Commission services prepared and circulated a discussion paper on this topic, in which it was noted that five members of the Science Group have stepped down for various reasons. It was suggested as the preferred option that the Science Group continues to work in its current composition of 15 members till the end of 2012.
- One member pointed out that this would not be in line with the rules given in the Science Group' mandate agreed by Forum members, and that among the current Science Group members there is no economist.
- It was concluded that for the present the Science Group with its current 15 members will continue its work on alcohol and the workplace. At the next plenary meeting of the Forum in spring 2011 the Science group's membership will be considered again.

7. Guidance to retailers to reduce alcohol related harm

- At the 5th plenary meeting of the European Alcohol and Health Forum in November 2009 HOTREC and EuroCommerce presented the guidance documents they developed for their members with a view to enhancing responsible selling and serving of alcoholic beverages. In November 2009 it was decided that both organisations would update the Forum in a year's time.
- In a series of three presentations Marco Vallini, policy officer with HOTREC, firstly gave an overview of activities at national level in line with the HOTREC guidance document. Then Mr Sami Hämäläinen of the Finnish Hospitality Association (MaRa), member of the Forum, presented on responsible selling and serving in licensed premises in Finland. His main conclusion was that the level of compliance with age limits is very high.
- Mr Ilkka Nieminen, Director of the Finnish Grocery Trade Association (FGTA, member of EuroCommerce but not of the Forum), presented his

organisation's 2009-2010 measures for responsible selling of alcoholic beverages as part of the Finish Government's Alcohol Program 2008-2011. The focus is on education of employees, among other things via e-learning and simulation.

- Questions and remarks related to the use of mystery buyers to check compliance with age limits, and the need for sufficient law enforcement by public authorities. It was also put forward that responsible selling and serving is not only about compliance with age limits, but also about pricing (happy hours and discounts) and styling of retail and hospitality environments. Some members stressed that it is important to involve Member States in the implementation of actions. It was also noted that in the future it will be important to reinforce coordination of actions.

8. Research into Alcohol Sponsorship

- At the last meeting of the Forum's Task Force on Marketing Communication (June 2009), Helen Day of the European Sponsorship Association (ESA) presented findings from a study carried out for ESA on the extent of alcohol sponsorship of sports and cultural events, and of self-regulation of alcohol sponsorship by events organisers. The topic was considered to be interesting for a wider audience, and therefore Ms Day was invited to present to the Forum plenary. She gave a comprehensive overview of sponsorship, alcohol sponsorship included, presenting data on spending, motives, public views etc.
- A part of the presentation was given by Mr Ferran Juncar, Sponsoring Director of Dorna/MotoGP. This company is the exclusive holder of all commercial and TV rights of the MotoGP World Championship since 1992. He set out Dorna's approach toward alcohol sponsoring. Following this case study Ms Day gave an overview of the policy of various organisations – for instance the Ligue Européenne de Natation, de UEFA and the World Heart Federation – towards alcohol sponsorships. These policies are ranging from completely ruling out alcohol sponsorship to allowing in certain cases.
- Points raised in the discussion included the importance of revenues from alcohol sponsorship for certain events and organisations, as well as the possibility for finding alternative sponsors, and youth exposure to alcohol marketing as a result from alcohol sponsorship.

9. RAYPRO – Resource on Alcohol and Youth Project

- Marjatta Montonen presented briefly the on-line database RAYPRO intended to capture information on projects focussed on alcohol and youth, developed by the Commission services along the lines formulated by the Forum's Youth taskforce, and launched in April this year. Not many projects have been submitted to date. Therefore Forum members were encouraged to submit projects.

10. Update from Commission services

- Michael Hübel presented the first plans towards a second progress report on the implementation of the EU Alcohol Strategy in 2012. This report will include the results of, among other things, an update of alcohol related health outcomes and an independent evaluation of the Forum. This evaluation will be an open, transparent process with appropriate involvement of Forum members. The second progress report will inform the decision-making process on EU alcohol policy after 2012. The evaluation of the Forum will be on the agenda of the next plenary meeting in spring 2011.
- Several questions from Forum members related to details of the Forum evaluation process and other elements of the second progress report. Mr Hübel said it is too early for answering detailed questions at this stage. Regarding the update of alcohol related health outcomes it was said that the Commission works closely with the European Office of the World Health Organisation.³

11. Commitments monitoring 2010

- In 2010 Forum members reported for the second time on the implementation of their commitments using the template that was developed in 2008/2009. This year the quality assessment of the Forum's monitoring activities was assigned to Milieu, part of the COWI consortium.
- Milieu's Nienke van der Burgt presented the main findings of the quality assessment, as described in the draft Second Monitoring Progress Report that was circulated in advance of the meeting. Milieu has observed a slight improvement of the overall quality as compared to 2009 (average median score increased from 3 to 3,5). An important element for further improvement remains a clearer distinction between output and outcome and greater focus on evaluation tools.
- It was announced that individual feedback forms, describing the results of the monitoring quality assessment for each monitoring report, will be sent to Forum members within a few days after the meeting. Any questions on individual feedback forms, as well as questions and suggestions relating to the draft Second Monitoring Report, can be sent to Milieu via the dedicated mailbox EAHFmonitor@gmailcom.

12. EAHF work plan and time line

- Michael Hübel presented some figures regarding commitments. Since the launch of the Forum 166 commitments have been uploaded in the commitments database. At the moment only 66 of them are active / ongoing, and by the end of 2010 twenty commitments will reach the end of their lifespan. A quarter of all Forum members (16 out of 64) are currently without an active commitment. The status of active commitments and active memberships will be reviewed at the next plenary meeting of the Forum.

³ <http://apps.who.int/globalatlas/default.asp>

- In reply to the open letter by several public health NGOs⁴ one of the economic operators said they are happy to learn that these organisations still support the Forum. However, they do not agree with everything in the letter. On behalf of all economic operators it was stressed they have a genuine commitment to reduce alcohol related harm and to combat alcohol misuse.
- The Chair announced that the date for the two plenary meeting will be 8 April 2011. The fall plenary will be held in October but the planned date will need to be reconsidered taking into account an alcohol-related organised by the (then) Polish EU Presidency on 12 October 2011.

13. Concluding remarks

- The Chair thanked everybody for their active participation, saying that it was useful to take stock on achievements and that she would like to see such progress that could be presented to the Commissioner. She also said suggestions regarding the Forum's working methods would be welcome.

⁴ The open letter was circulated during the meeting, and is published on Eurocare's website: www.eurocare.org

Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME
Active - sobriety, friendship and peace ⁶	FRANZEN	Gabriela
	DUENNBIER	Maik
<ul style="list-style-type: none"> The Swedish Youth Temperance Association (UNF) 	NILSSON	Lucas
	YLIPAA	Amanda
Advertising Information Group	HANNEMAN	Maryke
Alcohol Beverage Federation of Ireland (ABFI)	LYNAM	Steple
Alcohol Policy Youth Network (APYN)	PELOZA	Jan
	RODRIGUEZ –MCCULLOUGH	Nathalie
Association of European Cancer Leagues (ECL)	WOODFORD	Emma
Association of European Professional Football Leagues (EPFL)	COLOMBO	Alberto
	SCHELHASE	Alexander
Association of Television and Radio Sales Houses (Egta)	HUSSAIN	Sadaf
Brewers of Europe	BERGERON	Pierre-Olivier
	SPILLANE	Simon
Anheuser-Busch InBev (ABI)	LEROY	Steve
	GIANINO	Amie
<ul style="list-style-type: none"> SAB Miller 	GARAMSZEGI	Gabor
EUROCARE	SKAR	Mariann
	KACZMAREK	Aleksandra Maria
<ul style="list-style-type: none"> Alcohol Action Ireland 	MURPHY	Cliona
	RYAN	Fiona
<ul style="list-style-type: none"> Association Nationale de Prévention en Alcoologie et Addictologie (ANPAA) 	CRAPLET	Michel
	RIVIERE	Claude
<ul style="list-style-type: none"> Institute of Alcohol Studies (IAS) 	BONNER	Adrian
<ul style="list-style-type: none"> IOGT-NTO 	AHO	Emelie
	CARLSSON	Sven-Olov
<ul style="list-style-type: none"> Nordic Alcohol and Dug Policy Network (NordAN) 	WARSELL	Leena
EUROCOMMERCE	VALVERDE LOPEZ	Marina
European Association of Communication Agencies (EACA)	LYLE	Dominique
	RAMACH	Tamara

ORGANISATION	SURNAME	FIRST NAME
European Association for the Study of the Liver (EASL)	VALLA	Dominique
European Cider and Fruit Wine Association (AICV)	PRICE	Robert
European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB)	HERREBOSCH	Walter
European Federation of Magazine Publishers (FAEP)	VON ABENDROTH	Max
	LABÉ	Amandine
European Forum for Responsible Drinking (EFRD)	ZWIRN	Gregor
	BRIGAUDEAU	Carole
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	PALMESINO	Ennio
European Public Health Alliance	FUCHS	Doriane
<ul style="list-style-type: none"> ▪ Royal College of Physicians, London 	GILMORE	Ian
	SHERON	Nick
	BELCHER	Paul
European Publishers Council (EPC)	MOSCHAKIS	Nikolas
European Social Insurance Platform (ESIP)	GALVIS	Fanny
European Spirits Organisation (CEPS)	FORTESCUE	Jamie
<ul style="list-style-type: none"> ▪ Bacardi Martini 	FRESI	Stefano
<ul style="list-style-type: none"> ▪ Brown-Forman 	DARMON	Claire
<ul style="list-style-type: none"> ▪ Diageo 	BATYI	Csaba
<ul style="list-style-type: none"> ▪ Pernod-Ricard S.A. 	HEMARD	Andre
	RICARD	Sandrine
<ul style="list-style-type: none"> ▪ The Absolutte Company 	LUKSEP	Peeter
<ul style="list-style-type: none"> ▪ The Scotch Whisky Association 	MEIKLE	Douglas
European Sponsorship Association (ESA)	JUNKAR	Ferran
	DAY	Helen
	CARLI	Mateo
European Transport Safety Council (ETSC)	TOWNSEND	Ellen
HOTREC	VALLINI	Marco
<ul style="list-style-type: none"> ▪ British Beer and Pub Association 	RAWLINGS	Martin
	CATHCART	James

ORGANISATION	SURNAME	FIRST NAME
▪ Finnish Hospitality Association (MaRa)	HÄMÄLÄINEN	SAMI
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	LEYMARIE	Nicole
Standing Committee of European Doctors (CPME)	WILKS	Michael
World Federation of Advertisers (WFA)	LOHAN	Malte
OBSERVERS	SURNAME	FIRST NAME
European Advertising Standards Alliance(EASA)	ALEXANDRE	Laure
Finnish Food Retailers - EuroCommerce	NIEMINEN	Ilkka
French Ministry of Health	DE KERMADEC	Sylvie
HWP Consultancy & Services	WAGNER	Helmut
Instituto da Droga e da Toxicodependencia	TORRES DA SILVA	Natacha
Milieu / Cowi	ROSE	Tasmin
	VAN DER BURGT	Nienke
Ministry of Health and Care Services	BREDESEN	Hege Christina
OIV	RUF	Jean-Claude
PDC EU Affairs	DE VRIES	Tilia
Union of the Brewing Industry Employers in Poland	GUT	Danuta
EUROPEAN COMMISSION	SURNAME	FIRST NAME
DG SANCO	TESTORI COGGI	Paola
DG SANCO	SPANOU	Danuta
DG SANCO	HÜBEL	Michael
DG SANCO	MONTONEN	Marjatta
DG SANCO	DE CONINCK	Pieter
DG MOVE	MAROLDA	Christina